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New Executive Director Named for San Diego Chamber's Mexico Business Center
Region's largest business advocate continues to expand policy activities, influence

SAN DIEGO (November 7, 2013) – Jerry Sanders, president and CEO, of the [San Diego Regional Chamber of Commerce](#) announced today that Paola Avila will become the new Executive Director of the Chamber's Mexico Business Center (MBC). Avila currently serves as the Chamber's Director of Public Policy.

In her new role, Avila will focus on developing domestic and international public policies that enhance economic prosperity through cross border trade, an efficient border, and robust business, political and cultural relationships between the two countries.

“Paola’s skills and experience have already been a tremendous asset to our organization and will continue to augment our capabilities going forward,” said Chamber President and CEO, Jerry Sanders. “The Chamber continues to enhance its public policy activities and influence throughout the mega region making it an exciting time for businesses to be a part of the Chamber and the Mexico Business Center.”

Avila brings to the position more than 15 years of experience in public policy, community outreach and government relations. A native of Mexico, Avila has dual citizenship, speaks fluent Spanish and French, and maintains strong relationships in Mexico’s government and business circles.

Avila has spent a significant portion of her career focused on bi-national affairs and various border issues. From 2000 to 2005, Avila served as Mayor Dick Murphy’s Deputy Chief of Staff, where she advised the Mayor on San Diego-Mexico bi-national affairs. Avila then started her own public affairs consulting business assisting large and small companies in Otay Mesa with economic development opportunities such as reducing border wait times and improving border infrastructure.

Most recently, Avila served in Senator Ben Hueso’s office advising him in several policy areas including water, energy and economic development related to his district which spans the entire California – Mexico border.



Avila has served on the Executive Board of the Mexican American Business and Professional Association, the Borderview YMCA Board of Directors and on the Board of Directors of La Cuna Inc. She is a founding member of Vibra Bank. Avila graduated from the University of California San Diego with a B.A. in Economics.

MBC's current Executive Director, James Clark, will be retiring at the end of 2013 after serving in the role for more than 10 years. Avila will officially resume the new role effective January 1, 2014.

About The San Diego Regional Chamber of Commerce

The San Diego Regional Chamber of Commerce is a nonprofit membership organization that helps provide a voice for San Diego businesses through advocacy, member-to-member connections and professional development. Representing nearly 3,000 businesses and more than 400,000 member business' employees, the Chamber is committed to organizing the business community to help make San Diego the best place to do business. For more information, please visit www.sdchamber.org or call 619/544-1300.

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